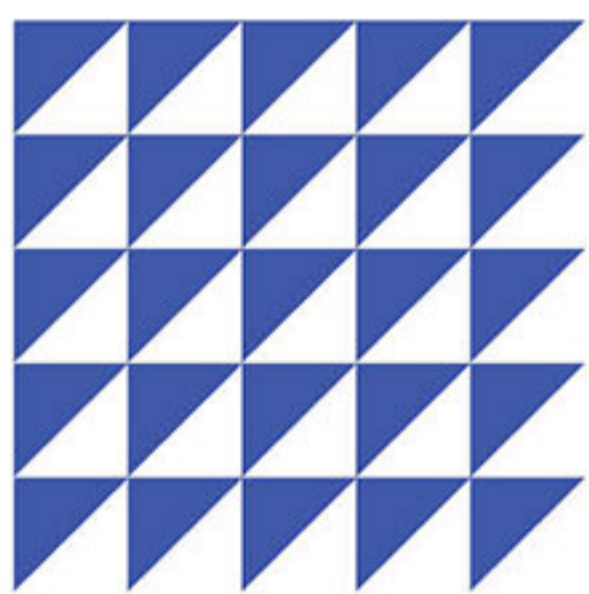




BBA

Bachelor of Business Administration



**Acharya Bangalore
B-School**



'A' Graded Institution
NAAC
NATIONAL ASSESSMENT AND
ACCREDITATION COUNCIL

— Overview

Bachelor of Business Administration, BBA, is a professional undergraduate degree that provides valuable knowledge into the basics of Business Management and Administration. The BBA course offered, trains students by enabling them with skills and knowledge in Management as a whole. Students are exposed to various learning experiences that provide them with solution-based skills that come to use in the professional & personal sphere. ABBS collaborates with highly qualified faculty members, eminent guest lecturers, professors, successful entrepreneurs, who are well-versed in Business Administration and Management. Our BBA program focuses on enabling students with the skills for a management career with a global perspective in terms of their abilities, education, skills, and attitude.

— HOD's Message



Prof. Raghavendra K

M. Com, MBA, PGDM

Program Co-ordinator, BBA

At ABBS you are part of a strong campus community that values academic excellence and diversity. Let's walk down for the new multidisciplinary approach, our hallways to a great year filled with learning new things, working together, and having a lot of fun. BBA program adheres to our commitment to excellence. We are bound by a core set of values that includes integrity, inclusion, collaboration and empathy. All the Best!

— First Semester Subjects

- Marketing Management
- Management Innovation
- Fundamentals of Accountancy
- Digital Fluency
- Business Organization
- Physical Education -Yoga
- Health and Wellness
- Languages-I, II

Objectives of BBA course at ABBS

- Innovative Teaching-Learning Research
- Holistic Personality Development
- Experiential Learning through Club Activities
- Industry Expert Talks
- Industrial visits
- Value Added Certifications

— Career Prospects

01 Data Analyst

06 Business Consultant

02 Finance Manager

07 Marketing Executive/Manager

03 Start-up/Entrepreneur

08 Business Researcher

04 Human Resource
Executive/Manager

09 Information Systems
Executive/Manager

05 Research and Development
Assistant/Manager

— Value Added Certification

Business Analytics

— Admission Eligibility

10+2 or PUC equivalent degree from a recognized education board and a minimum aggregate of 40% in 10th and 12th.

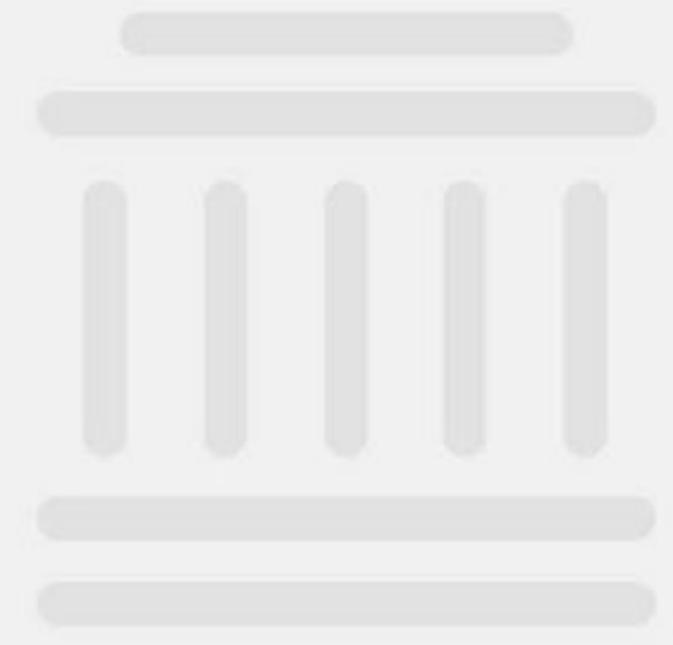
— Course Duration

3 to 4 Years (6 to 8 semesters)

— Program Dates

The Admission selection process for undergraduate programs commences during January of every year and extends till the last date of admission as per the university regulations or availability of seats, whichever is earlier.

Note: Aspirants are instructed to personally confirm the admission dates and timelines from the admissions office.



Aspire. Accelerate. Achieve.



Acharya Bangalore B-School



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